



USDA Foreign Agricultural Service

# GAIN Report

Template Version 2.09

Global Agriculture Information Network

Required Report - public distribution

**Date:** 10/1/2004

**GAIN Report Number:** AU4026

## Austria

### Promotion Opportunities

### Annual

### 2004

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**Report Highlights:**

This report provides a summary of planned food export promotional opportunities in Central Europe (Austria, Bosnia? Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, and Slovakia).

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Vienna [AU1]  
[AU]

**CENTRAL EUROPE PROMOTION OPPORTUNITIES  
REPORTS  
for Austria, Bosnia-Herzegovina, Croatia, Czech Republic,  
Hungary, Slovenia, Slovakia**

**September 2004- October 2005**

" The promotional activities listed are provided for informational purposes  
All activities depend on funding )  
No endorsement should be implied unless specifically stated. Terms and conditions of  
participation is the responsibility of the activity organizer".

Promotion Opportunities in Austria, Bosnia-Herzegovina, Croatia, Czech Republic, Hungary, Slovenia, Slovakia			
Products	Event /Title	Country	Implementation Dates
All Food & Agricultural Products	FOODAPEST 2004	Budapest Hungary 23-29,2004	November 2004
Wineseminar	First USA Wineseminar in Croatia	Zagreb & Hotel in Croatian Coastal town - Opatija	April 2005
USA Organic Products	4-5 pages Leaflet on US Organic Market/Products „The USA Organic Newsletter for Central Europe“	All Central European Countries	All year activity Printing Deadline June 2005
All Food & Agricultural Products HRI industry	Cochran Trade Mission for Retailers/Importer from all Central Europe to USA FMI/Organic Trade Show and/or	All Central European Countries	May 2005
Seafood, Wine , Rice, Dried Fruits & Nuts	USA Seafood/Wine Promotional Dinner	Budapest & Prague	End of May June
Seafood, Wine, Rice	Seafood, Wine, Rice Menupromotion	Portorose/ Koper, Slovenia Slovenia	June or Sept. 2005
Wineseminar	First USA Wineseminar in Croatia	Zagreb & Hotel in Croatian Coastal town - Opatija	May-June 2005
Speciality products,ehnic food, regional cuisine	Retailer's Mission to world BBQ Competition in U.K.	Retailers from Austria & Central Europe	Date to be determined by STRG's

#### SECTION I - Trade Shows

TITLE: FOODAPEST 2004 - FOOD TRADE SHOW  
DATE: Nov 23-29, 2004  
VENUE: Hungary, Budapest  
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DESCRIPTION: This is the second largest food trade show in Central Europe. It attracts the attention from the Hungarian trade and also from the surrounding Central European countries. According to the latest economic data, Hungary is driving the second most dynamic economy in Central Europe. Hungary has Central Europe=s highest food consumption per capita.

Products with the major market potential are: any type of ethnic food, convenience food adjusted to accommodate local preferences, speciality products from the snack food sector, dried fruits and nuts, wine and spirits, seafood and meat products.

Although there will be no official USDA booth we offer assistance to US buyers.

Target countries: Austria, Bosnia-Herzegovina, Czech Republic, Croatia, Hungary Slovakia, Slovenia.

## SECTION II - Other Promotional Activities- Listed by dates

TITLE: THE USA ORGANIC NEWSLETTER FOR CENTRAL EUROPE

DATE: Ongoing project throughout 2004-2005/leaflet. Printing deadline June 2005

VENUE: 4-5 pages colored brochure on Organic Products/Market in USA and Central Europe. Target Group Local Organic Associations, Retailers, Healthshops and US suppliers of organic products.

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DESCRIPTION: This is the second step in our goal to address the growing segment of organic customers in Austria and Central Europe. Featuring prominently US organics will not only raise awareness for the products, but show end-users that US agriculture is very diverse and in addition to genetically modified products we have a growing US organic market. This publication will help to influence European public opinions concerning their perception of US products and US agricultural production in general.

The contents of the brochure will be newspaper articles written by local journalist who participated at the US Organic Journalist Mission in May 2004, as well as general information on the US and local organic market.

We invite US producers, suppliers and Organic Trade Associations to send us information on their products and be featured in this brochure.

TITLE: Central European Trading Mission from the HRI Sector &  
Retail Sector under the Cochran Fellowship Program

DATE: Middle to end of May 2004

VENUE: Group will visit the Hotel and Restaurant Trade show in Chicago  
Visits with the U.S. seafood and wine industry located in the West coast of the U.S. are planned

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DESCRIPTION: The Central European HRI group will consist of chefs, restaurant owners, sommelier, seafood/wine buyers from Croatia, Czech Republic, Hungary, Slovenia and Slovakia. The first Central European HRI group very successful visited with the seafood industry in the Eastcoast of the U.S. We would now like to expose this new group to very specific products which are in high demand in Central Europe. These are California squid, hake, pollock, salmon, mostly frozen seafood products. In addition we would like to introduce the team members to other U.S. wine regions eg. Washington State wines.

TITLE: FIRST USA WINE SEMINAR IN ZAGREB AND OPATIJA  
IN CROATIA

DATE: April 2005

VENUE: Location to be determined – preferable US Ambassador's residence  
and/or major international Hotel in Opatija

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DESCRIPTION: This will be the first USA wine tasting held in Croatia. Over the last few years many New World Wines have appeared in Croatia and although not many US wineries are at present in the market the demand is there. The California Wine Institute will help holding a seminar on Zinfandel wines, whose original roots stem from Croatia.

This will be an excellent opportunity for USA wine traders/producers to present their products to an upper income group with increasing demand in U.S. wine. Croatia's industry is on an upward swing, major foreign retailers have opened new stores all over the country, recognizing upcoming new market opportunities. Major retail organizations, traders, importers and distributors will attend.

TITLE: USA SEAFOOD/WINE PROMOTION DINNER IN PRAGUE &  
BUDAPEST

DATE: Spring, 2004

VENUE: Prague & Budapest – Major hotel or restaurant

CONTACT:

For Prague Event:

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For Budapest Event:

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DESCRIPTION: Prague & Budapest have a growing economy of which tourism is a major player and have both recently become a full member of the EU. The number of international hotels is increasing demand for high end products such as seafood, almonds, dried fruits, rice, wine. This activity will be held back-to-back with the USA Seafood/Wine Promotional Dinner in Budapest.

This USA Seafood/Wine Promotional Dinner will be building upon our strategy to introduce high quality seafood, rice and wine to the Czech and Hungarian HRI industry. It is also the next step in our promotional efforts, which started with a menu promotions in 2003 held in cooperation with touristic schools in Prague and Budapest.

The target group for this event will be a small selected group of HRI representatives (chef of major restaurants and hotels as well some major importers). Pairing high quality wines with high quality seafood will be our first priority of this promotion. We expect the restaurant or hotel who will host this event to continue using these products over a period of time. Thus increasing his customer base with the USA weeks and being a role model for other restaurants to follow

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: Seafood, Wine, Rice Menu Promotion/Seminar  
DATE: End of June or September 2005  
VENUE: Portorose/Koper, Slovenia & Coastal Town in Croatia  
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DESCRIPTION: Slovenia and Croatia are both located by the sea and compared to other European countries have always had a high demand for seafood products. With the increase

of disposal income and the return of millions of tourists during the summer season, the demand for high quality seafood and wines will increase over the next years..

During the last couple of years we have invited the most successful Slovenian chefs through the Cochran Fellowship program to the US. We have trained them on US seafood and wine products. With their help and in cooperation with local culinary school the menu promotions will be held. The US recipes adjusted to local tastes using seafood, rice, dried fruits and wine will be presented to an selective audience of chefs, restaurant owner, sommelier, importers and traders.

U.S. seafood, rice and wine importers/traders and associations will be given the opportunity to present their products. To cover the costs a small participation fee will be charged.

TITLE: Central European Retail Trading Mission to the  
World BBQ Competition in the U.K.

DATE: To be determined

VENUE: Attend the World BBQ Competition organized by STRG's in the U.K.

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The retail sector in Central Europe is always looking for new ideas. The segment for ethnic foods still has room for expansion. This BBQ Competition will be organized by the STRG's and we will bring a buying group from Central Europe and possibly Austria to visit.

Many of the big retailers are owned by the major foreign retailers (e.g. German, French or Italian) and it is important to expose them to the wide range of US products. Although many importers are attending the European trade shows bringing them to this very specific presentation might increase sales of ethnic and specialty foods.